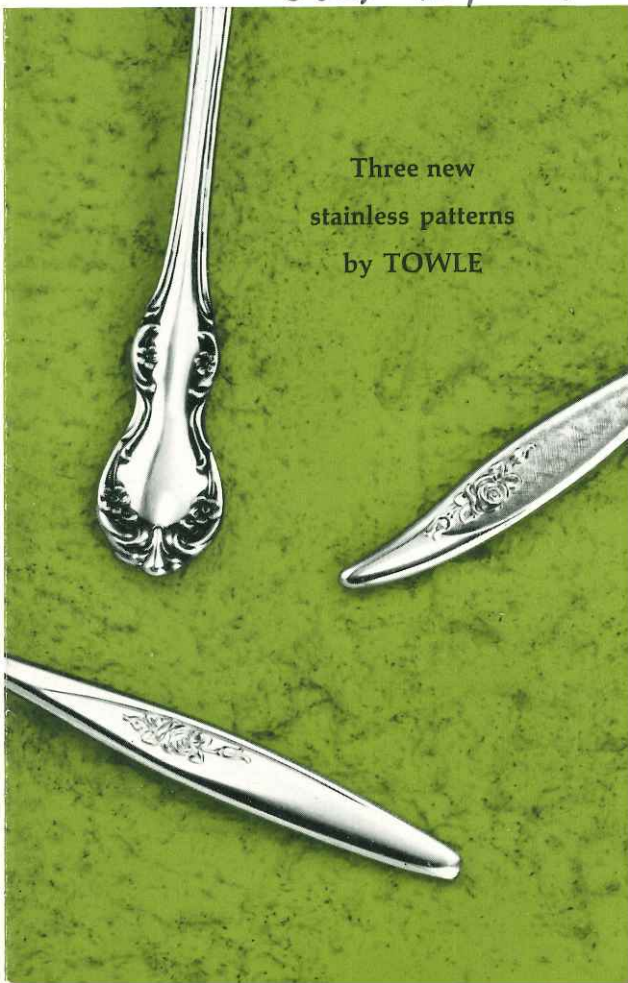
TOWLE

18/8 STAINLESS

JULY 15, 1967



WHAT IS STAINLESS STEEL?

Stainless flatware is made of a special steel alloy that contains chromium and nickel to give the metal a lustrous color, make it resistant to stain and to add hardness. Towle stainless is made of 18/8 stainless steel which is the finest steel available for making flatware.

WHY STAINLESS STEEL?

Neither stainless steel nor any other metal will ever replace solid silver for elegant, gracious dining and pride of ownership. However, patio dining, playrooms and picnics are more and more part of today's living when entertaining is often an easy-going, casual affair. Modern carefree stainless is ideal for such occasions.

TOWLE STAINLESS

Towle stainless steel is unsurpassed in the quality features that discriminating consumers demand.

METAL

All Towle Stainless Steel is made of 18/8 stainless to give it lustrous color and make it scratch and stain resistant.

VIVA – graceful and distinctive contemporary design
EXETER – soft brushed finish on concaved surfaces
SEABROOK – contemporary outline with traditional rose
FLOURISH – life-like rose on curved textured panel
WESTCHESTER – traditional design in modern stainless
INNOVATION – textured finish on symmetrical outline
MOONFROST – contrasting plain and textured surfaces
SHAPE – the satin elegance of a florentine finish
GLIMMER – brilliant reflections from faceted outline

RETAIL PRICE LIST OPEN STOCK

	Exeter Innovation Moonfrost Viva	Glimmer	Shape Seabrook Flourish	Westchester
Teaspoon	$ 1.45	$ 1.55	$ 1.65	$ 2.50
Place Fork	1.95	2.10	2.25	2.95
Place Knife	3.40	3.55	3.85	4.60
Salad Fork	1.70	1.85	1.95	2.50
Place Spoon	1.70	1.85	1.95	2.50
Iced Beverage Spoon	1.70	1.85	1.95	2.50
Spreader (same as Butter Knife)	2.75(1)	2.85	2.95	3.50
Butter Knife	2.75	2.85	2.95	3.50
Casserole Spoon	2.95(2)	—	—	—
Cocktail or Oyster Fork	1.75(2)	—	—	—
Coffee or Cocktail Spoon	.95(2)	—	—	—
Cold Meat Fork	2.95	3.50	4.00	4.75
Gravy Ladle	2.95	3.50	4.00	4.75
Pie Server	2.95(2)	—	—	—
Sugar Spoon	1.75	2.00	2.55	3.00
Table or Serving Spoon	2.50	3.25	3.60	4.35
Table or Serving Spoon, Pierced	2.50(3)	3.25	3.60	4.35

SET COMBINATIONS

5-Piece Place Setting	8.95	9.25	9.95	13.95
Service for 4 — 16 Pieces 4 Teaspoons, 4 Place Forks, 4 Place Knives, 4 Salad Forks	29.95	31.95	34.95	49.95
Service for 6 — 24 pieces 6 Teaspoons, 6 Place Forks, 6 Place Knives, 6 Salad Forks	42.95	44.95	49.95	69.95
Service for 6 — 30 pieces 6 Teaspoons, 6 Place Forks, 6 Place Knives, 6 Salad Forks, 6 Place Spoons	49.95	51.95	57.95	79.95
Service for 8 — 40 pieces 8 Teaspoons, 8 Place Forks, 8 Place Knives, 8 Salad Forks, 8 Place Spoons	61.95	65.00	71.95	89.95
Service for 8 — 48 pieces 16 Teaspoons, 8 Place Forks, 8 Place Knives, 8 Salad Forks, 8 Place Spoons	69.95	75.00	79.50	99.50
Service for 8 — 54 pieces 16 Teaspoons, 8 Place Forks, 8 Place Knives, 8 Salad Forks, 8 Place Spoons, 1 Table or Serving Spoon, 1 Table or Serving Spoon, Pierced (4), 1 Cold Meat Fork, 1 Butter Knife, 1 Sugar Spoon, 1 Gravy Ladle	85.00	89.95	95.00	120.00
Service for 12 — 72 pieces 24 Teaspoons, 12 Place Forks, 12 Place Knives, 12 Salad Forks, 12 Place Spoons	105.00	110.00	115.00	139.50
Serving Set — 6 pieces 1 Table or Serving Spoon, 1 Table or Serving Spoon, Pierced (4), 1 Cold Meat Fork, 1 Butter Knife, 1 Sugar Spoon, 1 Gravy Ladle	15.25	15.75	17.50	21.50

1. Not available in Innovation.
2. Available in Viva and Exeter only.
3. Not available in Viva and Exeter.
4. Casserole spoon substituted for tablespoon, pierced, in Viva and Exeter.

NOTE: The prices indicated herein are the retail prices maintained by Towle only in jurisdictions where fair trade is permitted by local law and do not necessarily represent the retail prices in other jurisdictions.

Prices effective July 15, 1967 — Subject to change without notice.

DESIGN

Towle — whose craft traditions extend back to 1690 — brings to the creation of its stainless patterns all the talents that make Towle Sterling so desirable. Each pattern is beautifully designed to be pleasing to the eye and comfortable in use.

WEIGHT

Towle stainless has the unmistakable "feel" of quality — the satisfying solid weight and balance that is characteristic of superior stainless.

FINISH

Each piece of Towle Stainless Steel is carefully made and superbly finished to exacting Towle standards by the finest steelsmiths in Europe. The Towle name is your guarantee of quality and craftsmanship.

TOWLE SILVERSMITHS
Newburyport, Massachusetts

TOWLE

18/8 STAINLESS

Crystal Plaza Jewelers
2039 CRYSTAL PLAZA DRIVE
ARLINGTON, VIRGINIA 22202